

ORDER

**KSDK**

Orders

Order / Rev: 715653

Alt Order #:

Product Desc: McCaskill for Senate 2012

Estimate: 12088

Flight Dates: 09/24/12 - 09/30/12

Original Date / Rev: 09/26/12 / 09/26/12

Order Type: Political

Primary AE: Local House

Sales Office: KSDK

Sales Region: LOC

Agency

Name: Media Strategies & Research/ POL

Buying Contact:

Billing Contact:

9990 Lee Hwy #210

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: McCaskill, C/ D/ Senate

Demographic: A25-54

Product Codes: PL-US Senate

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/30/12 | 62 | \$55,700.00 | \$47,345.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 62 | \$55,700.00 | \$47,345.00 | 0.00 |
| Totals | 62 | \$55,700.00 | \$47,345.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Local House | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KSDK | 40% | \$55,700.00 |
| Market | 100% | \$139,250.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 0% | \$0.00 |
| KETC | 0% | \$0.00 |
| KMOV | 0% | \$0.00 |
| KNLC | 0% | \$0.00 |
| KPLR | 0% | \$0.00 |
| KTVI | 0% | \$0.00 |
| UNKWN | 60% | \$83,550.00 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1 | KSDK | 09/27/12 | 09/27/12 | M-F 5-6A 5-6a | CM | 5-6A | ---T--- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | 1 | | \$300.00 | | 0.00 | | | | |
| 2 | KSDK | 09/24/12 | 09/28/12 | M-F 6-7A 6-7a | CM | 6-7A | 11111-- | :30 | 5 | \$675.00 | P-2 | 0.00 | NM | 5 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |

Order / Rev: 715653
 Alt Order #:
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: McCaskill, C/ D/ Senate
 Product Desc: McCaskill for Senate 2012
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KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| 2 | KSDK | 09/24/12 | 09/28/12 | M-F 6-7A 6-7a | CM | 6-7A | 11111-- | :30 | 5 | \$675.00 | P-2 | 0.00 | NM | 5 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | 11111-- | | | 5 | | \$675.00 | | 0.00 | | | | |
| 3 | KSDK | 09/24/12 | 09/28/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A | 11111-- | :30 | 5 | \$675.00 | P-2 | 0.00 | NM | 5 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | 11111-- | | | 5 | | \$675.00 | | 0.00 | | | | |
| 4 | KSDK | 09/29/12 | 09/29/12 | SAT TDY NBC Today Show (Sa) | CM | 7-9A | -----S- | :30 | 1 | \$525.00 | P-2 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | 1 | | \$525.00 | | 0.00 | | | | |
| 5 | KSDK | 09/26/12 | 09/28/12 | M-F 9-10A NBC Today Show II 9-10A | CM | 9-10A | --1-1-- | :30 | 2 | \$250.00 | P-3 | 0.00 | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | --1-1-- | | | 2 | | \$250.00 | | 0.00 | | | | |
| 6 | KSDK | 09/25/12 | 09/25/12 | M-F 10-11A News at 10am | CM | 10-11A | -T----- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | 1 | | \$150.00 | | 0.00 | | | | |
| 7 | KSDK | 09/27/12 | 09/27/12 | M-F 11-12P Today Show III | CM | 11A-12P | ---T--- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | 1 | | \$200.00 | | 0.00 | | | | |
| 8 | KSDK | 09/26/12 | 09/26/12 | M-F Noon News Noon News | CM | 12-1230p | --W---- | :30 | 1 | \$275.00 | P-3 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | --W---- | | | 1 | | \$275.00 | | 0.00 | | | | |
| 9 | KSDK | 09/24/12 | 09/24/12 | M-F 1230-1p Show Me St. Louis | CM | 1230-1p | M----- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | M----- | | | 1 | | \$200.00 | | 0.00 | | | | |
| 10 | KSDK | 09/28/12 | 09/28/12 | Days of Our Lives Days of Our Lives | CM | 1-2P | ----F-- | :30 | 1 | \$400.00 | P-3 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | 1 | | \$400.00 | | 0.00 | | | | |
| 11 | KSDK | 09/25/12 | 09/25/12 | M-F 2-3p Dr. Oz | CM | 2-3p | -T----- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | 1 | | \$200.00 | | 0.00 | | | | |
| 12 | KSDK | 09/27/12 | 09/27/12 | M-F 3-4p Ellen | CM | 3-4p | ---T--- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | ---T--- | | | 1 | | \$450.00 | | 0.00 | | | | |
| 13 | KSDK | 09/24/12 | 09/28/12 | M-F 430-5p Jeopardy | CM | 430-5p | 11111-- | :30 | 5 | \$675.00 | P-2 | 0.00 | NM | 5 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | 11111-- | | | 5 | | \$675.00 | | 0.00 | | | | |
| 14 | KSDK | 09/24/12 | 09/26/12 | M-F 4P News News 5 at Four | CM | 4-430P | 1-1---- | :30 | 2 | \$600.00 | P-2 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | 1-1---- | | | 2 | | \$600.00 | | 0.00 | | | | |
| N15 | KSDK | 09/24/12 | 09/28/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | 11111-- | :30 | 5 | \$1,200.00 | P-2 | 0.00 | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | 11111-- | | | 5 | | \$1,200.00 | | 0.00 | | | | |

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KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|---|-------|-----------------------|-----------------------------|---------------|-------------|-------------------------|-----|------------|-------------|-------|------------|
| N15 | KSDK | 09/24/12 | 09/28/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P | 11111-- | :30 | 5 | \$1,200.00 | P-2 | 0.00 | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | 11111-- | | 5 | | | \$1,200.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KSDK | 09/24/12-09/30/12 | | M-F 5P News | | 5-530P | MTWThF---- | :30 | | (\$1,200.00) | | 0.00 | NM | | |
| See MG 18.6,18.7,18.8,18.9,18.10 [Spots did not air - Severe WX cut in] | | | | | | | | | | | | | | | |
| N16 | KSDK | 09/24/12 | 09/28/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P | 11-11-- | :30 | 4 | \$1,350.00 | P-2 | 0.00 | NM | 3 | \$4,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | 11-11-- | | 4 | | | \$1,350.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KSDK | 09/24/12-09/30/12 | | M-F 6P News | | 6-630P | MT-ThF---- | :30 | | (\$1,350.00) | | 0.00 | NM | | |
| See MG 18.6,18.7,18.8,18.9,18.10 [Spots did not air- Severe Weather break in/ Intermittent outages] | | | | | | | | | | | | | | | |
| 17 | KSDK | 09/30/12 | 09/30/12 | NC5 at 5P Sun News Channel 5 at 5P Sun | CM | 5-530P | -----S | :30 | 1 | \$675.00 | P-2 | 0.00 | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | -----S | | 1 | | | \$675.00 | 0.00 | | | | | |
| N18 | KSDK | 09/24/12 | 09/28/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P | 11111-- | :30 | 5 | \$1,350.00 | P-2 | 0.00 | NM | 9 | \$9,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | 11111-- | | 5 | | | \$1,350.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KSDK | 09/24/12-09/30/12 | | 630-7P Wheel | | 630-7P | MTWThF---- | :30 | | (\$1,350.00) | | 0.00 | NM | | |
| See MG 18.6,18.7,18.8,18.9,18.10 [Spots did not air- Severe Weather break in/ Intermittent outages] | | | | | | | | | | | | | | | |
| 6 | KSDK | 09/27/12-09/27/12 | | Thu Prime C | | 9-10P | ---Th----- | :30 | | \$2,250.00 | | 0.00 | NM | | |
| Ⓜ MG for 15.2,16.2,18.2 [n/a] | | | | | | | | | | | | | | | |
| 7 | KSDK | 09/28/12-09/28/12 | | M-F 5-6A | | 5-6A | -----F---- | :30 | | \$300.00 | | 0.00 | NM | | |
| Ⓜ MG for 15.2,16.2,18.2 [n/a] | | | | | | | | | | | | | | | |
| 8 | KSDK | 09/27/12-09/27/12 | | M-F 4P News | | 4-430P | ---Th----- | :30 | | \$600.00 | | 0.00 | NM | | |
| Ⓜ MG for 15.2,16.2,18.2 [n/a] | | | | | | | | | | | | | | | |
| 9 | KSDK | 09/29/12-09/29/12 | | Sat Prime | | 8-10p | (8:00 PM-10:00 PM)-----Sa-- | :30 | | \$450.00 | | 0.00 | NM | | |
| Ⓜ MG for 15.2,16.2,18.2 [n/a] | | | | | | | | | | | | | | | |
| 10 | KSDK | 09/29/12-09/29/12 | | Sat 6-7A | | 6-7A | -----Sa-- | :30 | | \$300.00 | | 0.00 | NM | | |
| Ⓜ MG for 15.2,16.2,18.2 [n/a] | | | | | | | | | | | | | | | |
| 19 | KSDK | 09/24/12 | 09/24/12 | Mon Prime Other The Voice | CM | 7-9p | M----- | :30 | 1 | \$2,800.00 | P-3 | 0.00 | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | M----- | | 1 | | | \$2,800.00 | 0.00 | | | | | |
| 20 | KSDK | 09/25/12 | 09/25/12 | Tue Prime A The Voice | CM | 7-8P | -T----- | :30 | 1 | \$2,800.00 | P-3 | 0.00 | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | -T----- | | 1 | | | \$2,800.00 | 0.00 | | | | | |
| 21 | KSDK | 09/25/12 | 09/25/12 | Tue Prime C Parenthood | CM | 9-10P | -T----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | -T----- | | 1 | | | \$1,800.00 | 0.00 | | | | | |
| 22 | KSDK | 09/26/12 | 09/26/12 | Wed Prime Other Law & Order: SVU | CM | 8-10p | --W---- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 09/24/12 | 09/30/12 | --W---- | | 1 | | | \$1,500.00 | 0.00 | | | | | |
| 23 | KSDK | 09/28/12 | 09/28/12 | | CM | 9-10P | ----F-- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|---|-------|----------------|---------|-----|-------|------------|-----|------|--------|-------|-------------|
| Fri Prime C Dateline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$1,200.00 0.00 | | | | | | | | | | | | | | | |
| 24 | KSDK | 09/29/12 | 09/29/12 | Sat Prime A TBA | CM | 7-8p | -----S- | :30 | 1 | \$400.00 | P-3 | 0.00 | NM | 1 | \$400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$400.00 0.00 | | | | | | | | | | | | | | | |
| 25 | KSDK | 09/24/12 | 09/28/12 | LN (M-F) LN (M-F) | CM | 10-1035p | 11111-- | :30 | 5 | \$1,800.00 | P-2 | 0.00 | NM | 5 | \$9,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 11111-- 5 \$1,800.00 0.00 | | | | | | | | | | | | | | | |
| 26 | KSDK | 09/29/12 | 09/29/12 | LN (Sa) LN (Sa) | CM | 10-1035p | -----S- | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,200.00 0.00 | | | | | | | | | | | | | | | |
| 27 | KSDK | 09/24/12 | 09/28/12 | Tonight Show Tonight Show | CM | 1035-1137p | 111-1-- | :30 | 4 | \$375.00 | P-2 | 0.00 | NM | 4 | \$1,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 111-1-- 4 \$375.00 0.00 | | | | | | | | | | | | | | | |
| 28 | KSDK | 09/27/12 | 09/27/12 | Late Night Late Night w/Jimmy Fallon | CM | 1135p-1235x | ---T--- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ---T--- 1 \$150.00 0.00 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 62 | \$55,700.00 |